12

Media and Information Literacy
Quarter 1 – Module 1: Introduction to Media and Information Literacy
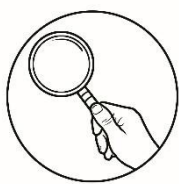
Lesson 1 | Introduction to Media and Information Literacy

In the present time, technological advancement is inevitable, and the access of information is very much available with the aid of technology. *Media and Information Literacy* accentuate an individual's capability to exercise his/her fundamental human rights, specifically the right to express his/her opinion using any kind of media platform and the right to access information responsibly.

Introduction to Media and Information Literacy

Media and Information Literacy involves necessary skills that let a person interact using different media platforms and get access to information around the globe. These should be learned because we are now living in the information age when the media have a significant role in our society towards disseminating information, connecting people, and acting as an agent of change in our society.

A. Communication and Media Information

Communication is affected by media and information because of the advancement of technology and the availability of different communication services. These allow us to have access to fast and easy forms of communication through the use of different media platforms and social media sites like *Facebook, Messenger, Instagram, Twitter*, among others. However, this form of communication may have a negative effect on people in terms of personal relationships that may be strained by the over-reliance on social media that are fertile grounds for fake news and hoaxes Therefore, we should always be mindful in taking advantage of the use of communication technology in appropriate ways. We must keep in mind the principle of "Think before you click".
.

B. Media Literacy, Information Literacy, and Technology Literacy

Media literacy highlights the capacity of an individual to understand the functions of media and determine the relevant use and worth of media platforms. This means that an individual knows how to use or manage media accounts or media platforms. Meanwhile, **information literacy** is the communication or acquiring of data or facts that relate to the use of media information. This involves a careful and thoughtful way of gathering information legally, avoiding such pitfalls as violating intellectual property rights and plagiarism. **Technology literacy**, on the other hand, is the skill of an individual to manipulate technology independently or with the assistance of others in using the technology in an efficient and suitable way. These skills are needed to access knowledge and communicate information in a legal and ethical manner. Information and media literacy enable people to become a responsible user and producer of media and information.

C. Responsible Use of Media and Information

The 21st Century is known as the information age. Now, people are highly dependent on technology in different aspects of their lives such as for communication, entertainment, and work-related activities. Responsible use of media and information is encouraged especially in education. Teachers and students use reliable internet sources in acquiring information as well as in researches. Others

use different media platforms for information dissemination and for social awareness and advocacy purposes.

The value of media information literacy is undeniable across all nationalities around the globe. For example, modern Good Samaritans use media platforms through various ways like video blogging to help people in need. These platforms also have economic value to their users. Media influencers who have gained many subscribers and followers are paid by *YouTube* through the advertisements and commercials inserted in their videos. Also, networking businesspersons and online sellers use different media platforms as an important tool to recruit members, advertise, and sell their products, respectively.

Some social media are agents of change. Users who want to increase awareness or elicit public response to issues flock to social media where they can freely write their opinions, textually or through "memes", on their advocacies. There is, at present, little guarantee on the truth of what is being shared, but people react to it, sometimes getting involved in conflicts online or offline. Therefore, social media users, especially influencers, must be responsible for what they post on their platforms. They have to make sure that the information they share are factual and come from reliable sources.

The ease of getting information via media also has its disadvantage: the risk of invasion of privacy. Many users are unaware that their personal information can also be taken from their media accounts without their knowledge, resulting in effects ranging from annoyance due to too many targeted ads to legal problems from identity theft.

Certainly, media and information literacy is an essential skill that we need to develop for us to take advantage of the use and benefits of technology in the modern society, while avoiding its pitfalls. Here are some tips for the responsible use of media and information.

1. *Ensure personal information safety* – Do not display or give away your personal information on your social media account. When you are using applications and websites, read first the "terms of use". It's wise to take a close look and read all the sections thoroughly.

2. *Get permission* – When posting videos or pictures of other people on your social media account, do not forget to ask for the owner's approval and of the people who appeared in the video or picture.

3. *Think before you click* – When posting or sharing on social media, think first if the information you are going to post or share is accurate, helpful, informative, nice, and kind to others. Avoid posting or sharing inappropriate, uncomfortable, or rude insights on your account.

4. *Keep your password safe* – Keep an eye on your account; do not let others know your password. Update your password often to avoid your account from being hacked or used by a poser.

5. *Spread positivity* – Share positive and uplifting posts to your friends. As much as possible, avoid negativity and hate in your account because what you post on social media becomes a reflection of yourself.